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The National Efficiency Library

NUMBER TEN IN A SERIES OF PRACTICAL HAND BOOKS FOR EVERYBODY.

CASH WITH A KODAK

OR

Lessons in Magazine Photography.

A BOOK OF PRACTICAL AND PROFITABLE PLANS FOR BUILDING A PHOTOGRAPHERS INCOME. : : :

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PRICE ONE DOLLAR

AND WORTH IT!

W. CLEMENT MOORE, Publisher,

New Egypt, New Jersey

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ANNOUNCEMENT

The Eleventh Book of The National Efficiency Library will be entitled "A Complete Course in Successful Journalism." It will comprise **Twenty** very practical lessons in newspaper correspondence, reporting, feature writing and general magazine work. It will sell for $1.00 per copy, and, like all of our practical and popular Dollar Courses, will be worth twenty times the price asked.

(Write to the Publisher of This Book.)

18-12747
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JUN 15 1918

NO 1

CHAPTER OR LESSON I.

Building a Business Among the Newspapers.

There is a very inviting field for the progressive photographer which as yet lies practically untouched anywhere in the United States. It is fascinating work and can be made very profitable in almost any locality, but especially so in large county seats and State capitals.

I refer to the systematic photographing of public men, women and events for newspapers to be used for the purpose of illustrating news and special articles. You will find all newspapers ready and willing to pay liberally for pictures that are timely and unusual in any way, so that it will pay, of course, for you to be alert and to make a study of the needs of your patrons.

Like all other lines, the plan of operation is very important. I would advise, first of all, that you go to a newspaper publisher of standing and get his ideas and opinion of such work. Don't be discouraged if you happen to visit a man on a big paper who claims that he has special photographers who get all the pictures he needs. Those of us who have had anything to do with newspapers know that the very largest dailies depend on their local correspondents for fifty per cent. of their photographs, and in turn the local correspondents depend upon the local photographer—hence your opportunity is as good as gold.

For this work you will need a man who is active and able to manage a film camera taking a picture about 4x5, or somewhere near that size.

Your next move will be to send to all publishers of newspapers within a radius of any twenty or thirty miles, or of the entire State, if you wish, a circular letter similar to the following:

Publisher of ————————,

Dear Sir:

We have equipped our studio especially for supplying the newspapers of this State with first-class photographs of public officials, places and events as they occur. This service will prove itself to be of great value to you, in increasing the value of your paper in the future.

We have two kinds of service, namely:

Service A supplies you with a bulletin every month which lists all pictures which we have in stock ready for immediate delivery at 50c per photo, or in lots of six or more, 35c each.

Service B supplies you with four order cards which you may send in requesting us to take for you any special pictures that you may desire during the month within a radius of twenty miles of your place of business. This service is exclusive and copies of these pictures will not be supplied to other papers until after you have published them. Cost of this service is $5 per month. Or you may telegraph us orders for this class of service for fires, murders, etc., at any time, and as often as you please, at $1.50 per photo. In case two papers order the same photo under this head we will endeavor to get different views of the same event.

If you desire to take advantage of this service, advise us at once, and

we will put your name on our mailing list.
Don't delay. Let us hear from you.

Yours very truly,

A word here in regard to the method and the profit. Service B develops an order for a picture for which you receive $1.50. After this has been taken, you place copies of the picture under Service A, and list it in your next bulletin. This might develop four or five orders the first month at 50c each, giving you $3.50 for the picture. If your man has an auto or motorcycle, and your list of papers is large, he will be able to get five or six pictures a day, netting $12 to $15 daily, not considering the fact that many of the pictures, if developed on post cards, will make fast sellers and produce another good source of income.

In this connection do not forget to list the metropolitan dailies in sending out your bulletins and letters.

Along with the letter you might send a return postal for the convenience of the publisher. In fact, it is a wise thing to do, as the ordinary publisher is either very busy or very lazy, and would much rather sign a card than to sit down and write you a letter. The postal might read something like the following:

Dear Mr. ————:

You may enter our name on your list to receive your monthly bulletin. In regard to Service B you may .....
.....

Yours very truly,

Date.
Address.

Of course this work necessitates rapid developing of films, but if you get rushed you can have other photographers help. Another good plan to save traveling expenses, is to write the local photographers throughout the State and explain your plan to them, offering to them 75c each to take the $1.50 pictures on demand by wire or phone, they to keep the plate and send or deliver the photo direct whereven you order. With this arrangement, if a publisher in a city ten miles away orders a photo in a certain town, you can have the photographer in that town do the work and send photo under plain wrapper to the publisher. Your profit is about 60c per picture this way without a stroke of work.

LESSON II.

Magazine Photography as a Special Line.

Even more pleasant than newspaper work is that of magazine photography. One very important reason why it is better is because it pays more money for each picture, and when the picture appears in print it is on better paper and gives a much better appearance, so that you get more real pleasure out of the effect of your work after it is done.

There are many kinds of magazine photography, and the demand for photos will, of course, be carried. Those magazines which feature current events will, of course, be in search for all of the odd and attractive pictures which you have taken of wrecks, accidents, public gatherings, etc. To get an idea of this kind of work all you need to do is to consult a current issue of Harper's, Collier's, or any of the national weeklies. The very best prices are paid for such photographs, but, of course, you will not happen upon something saleable in that line every day. The only thing about it is the fact that once you give your attention to this kind of work you will have your eyes open to every opportunity and you will thus discover many real "finds."

Other lines which may be easily developed are pictures of historical buildings and places, people, events, towns doing remarkable things, etc. Last, but not least, comes the making of pictures especially to illustrate certain plans, sketches, stories, etc., which the publisher already has on hand. This will require some skill, and we may devote more space to the discussion of the subject in another article. The suggestions already given, however, have, no doubt, awakened ideas and plans in your own mind which will enable you to understand clearly just what YOU might do in this kind of work—that is, if it appeals to you. We have no idea that every reader of these articles will attempt to adopt them all. In fact, he would be very foolish to do so, as no success can come without concentrated effort, and concentration will not come about if the mind is endeavoring to give attention to a dozen different lines. What we have planned to do is to present every possible money-making phase of the business of photography, and then leave it with you to select the one which pleases you best, and for which you seem to have the greatest aptitude and ability.

In the United States there are hundreds of magazines, each demanding at least some of the work which we have suggested. There seems to be at the present time but little attempt on the part of photographers to get this business. I have in mind at the present time one firm in New York that agrees to supply photos along lines desired, claiming that they have on hand a great many thousand, but they charge from three to five dollars each for a 4x6 picture from the job lot. This is too much for a stock picture. The price is about right for a picture taken to order, provided it is on a contract.

As to the method of soliciting this work, I would suggest a plan somewhat as follows, which may be developed on a small or large scale, as you wish. This plan may also be used to solicit trade from the newspapers instead of the plan suggested in our last article.

Naturally the first thing needed is either a personal or circular letter to be sent to the publishers of the magazines whose addresses may be secured from any newspaper directory.

Such a letter may read somewhat as follows:

Dear Sir:

We have a modern and thoroughly equipped photograph establishment, designed for the special purpose of supplying magazine and newspaper publishers with just the kind of illustrations they may need to make their publications attractive and interesting.

With an abundance of natural scenery around us and with a number of persons trained to pose for any illustrations, we are ready to produce pictures such as you have long wanted.

Our rates on monthly contracts are as follows:

Two pictures per month to order, $5 monthly.

Four pictures per month to order, $8 monthly.

Six pictures, $11.

Eight pictures, $12.50.

You may fill out the contract enclosed for any number of pictures you desire and for any length of time you wish—one month, six or twelve, as you like. Then on a certain date each month all you need to do is to write us what you need and we will have it in your hands in one week or less.

Awaiting your orders and a trial contract at least, we are

Yours very truly,

P. S.—With orders for less than three months' service cash should accompany order. Longer contracts bills may be paid on the first of each month.

Along with the above letter you would enclose a contract which might read somewhat like the following:

CONTRACT

We, the undersigned, hereby agree to pay ....., Special Photographers, of ....., the sum of $———— per month for ..... month from date, for which they are to make to our order each month ..... photographs and deliver same to us within six days after receipt of our orders in each case. Bills for this service to be paid .....

Signed .....

Publishers of .....

Address .....

Date .....

You may add to such a contract, if you wish, your own agreement to fulfill all of the terms of the contract.

You may try this out by circulating a hundred or more magazines, and if your contracts resulting are sufficient to keep you busy and give you a good income, all right and good; if not, send out more letters until you do get enough. As a rule each State will furnish enough magazines to keep one or two photographers busy, and thus the opportunity is open to a hundred or more right now.

LESSON III.

Developing Your Own Literary Genius.

Can you write poetry, songs, essays or stories?

We have started out to open up every possible opportunity for the man or woman owning a camera, to make money. It is not intended that a single avenue shall be left unexplored. That is the reason you are asked the above question.

It is surprising how many photographers have literary genius. It seems that the two professions go hand in hand—either it happens that a born photographer becomes interested in literary work or the literary genius becomes interested in photography. At any rate, the plans to be suggested in this article are very practical, and as a side line for the person having such ability it will be found very profitable, while to many it may open up a way for true success.

If you go over your collection of pictures, with some friend at your elbow, this very afternoon, perhaps you will be able to tell that friend some interesting bit of story or incident which occurred in connection with almost every picture. You will also select occasionally from the collection some particular picture, which is odd or curious or interesting, and you will hold that in your hand, lovingly almost, while you discourse freely about the way it was taken, the things that happened, etc. Did it ever occur to you that such things might be written down on paper copied on a typewriter and sent in to the magazines with a copy of the picture, and prove just as interesting to others as it proved to be to your friend? Of course a certain amount of art and skill must be acquired in writing down your thoughts, but that will all come with practice.

Again you have found among your pictures some, no doubt, so beautiful in scenery or pose that they inspire poetical thoughts, and poetry and beautiful pictures ought always go together. Transfer your thoughts to poetry and use the picture as an illustration. Turn to your magazines and periodicals and you will note how often this is done.

So much for getting inspirating to write from the photos themselves, but there is another way to write which is just as easy and even more popular. The second method is to write about anything in which you may be especially interested, or write your story or poem along any line, theme or plot that may be suggested to you, and then take photographs to fit in at various intervals along the line suggested in the description of magazine photography already given.

Some things you may write about for the magazines and illustrate beautifully with your camera are:

Poems of nature.—Wood, brook, farm, mountain, ocean scenes.

Poems of childhood.—Children in various cute poses, and affectionate poses with parents.

Love songs and poems.—Such scenes as are used for lantern slides for illustrated songs.

Educational articles.—Photographs of work accomplished in schools, showing method, etc.

Mechanical articles.—Pictures of new machinery, new methods, new inventions.

Nature stories.—Photos of nature.

Short stories.—Photos made to illustrate description given in story.

Of course, many other plans and ideas will suggest themselves to you, if you enter this class of photography. Now as to the method of selling such work after you have prepared it.

First, I would advise you to get a newspaper directory and select a list of three or four hundred periodicals which you believe would be apt to purchase your manuscripts. Send a manuscript to each of the first four or five, depending on how many manuscripts you have on hand. Enclose return postage and a letter something like the following:

Editor ————————,
————————

Dear Sir:

Enclosed please find an illustrated manuscript entitled ...., which is submitted for publication in your magazine at your regular rates.

If not acceptable, postage is enclosed for its return.

Yours very truly,

About four out of every five manuscripts you send out at first, but if you are working this plan as I have suggested merely as a side line, at first, you will not need to worry, but simply bundle the returned manuscripts up again and send them out to the next journals on your list. When you have tried the whole list, start over again, using manuscripts of different nature to those who first rejected your work, and send work of a similar nature to those who accepted, provided sufficient time has elapsed between the sending of the first and the second article.

In addition to money, this plan, if you are successful, may bring fame to you. It may be developed during odd or idle moments right along with your regular studio work, during dull seasons.

Another Plan.

Still another good plan is to simply take the kind of photos suggested in the above lists and have a circular printed telling about your views for illustrating poems, etc., and send them out by the thousands to lists of authors' names all over the country. Publishers of directories can furnish you with authors' names by the thousand at a cost of a couple of dollars per thousand. Many well-known authors would appreciate a chance to get just the photos they need at a reasonable figure.

In all of your printed matter use taste and a good quality of paper. It pays.

LESSON IV.

Getting Big Money From Travel and View Work.

There are many who are interested in photography who have moderate means, a regular income, or who have their local studio in such good working order that a manager might be put in charge and the proprietor thus left to go where he pleases for either health or pleasure, or in this particular instance if he should see that he could gratify his natural love for his art by snapping weird, strange or beautiful scenes and at the same time win a handsome financial recompense, it would be a pleasure to him to take up the line of work which is to be outlined in this article.

Again there may be many readers of this journal who have become proficient as amateurs and who have a natural love for travel and adventure, with a little of the spice of daring thrown in.

The first thing necessary is to determine upon the line of travel and view work that you intend to do, then find out about the markets for such line or lines. We will list, then, some of the things which may be specialized in photography and then consider the markets for each. The following line of views may all be taken in America without going abroad:

Strange rock formations.
Peculiar work of water in rivers, lakes and ocean.
Interiors of mines, basins, caves, chasms, etc.
Bird's eye views of principal cities.
Views from tops of newly constructed buildings.
Night scenes.
Views of excavations and pictures of any curios dug up.
Strange statues and figures.
Peculiar tree growths.
Freaks of nature.
Life among Gypsies, Nomads, etc.
Peculiarly furnished interiors of office or public buildings.
Scenes along particular railroads, etc., etc.

Many other things may be added, and after you have worked at such view work for a short time you will be alive to every new thing that appears in your way, and will soon know just how to go about the work.

You will need for this occupation quite a little capital, as the income will not come in directly, but will take some time to bring it about. The compensation, however, if you manage things properly, will be very satisfactory indeed. The following suggestions are given in the matter of disposing of your pictures:

First, do not sell any of your pictures outright unless you realize a very encouraging sum. No one picture should be sold with all rights and privileges for less than $25.00, but, on the other hand, it may be released for publication at from $1 to $5, because by the latter method you retain the rights and may sell the same picture fifty times.

Second, before you even start out on your trip it is a wise thing to write to about a hundred publishers, manufacturers and printers, stating the facts about your trip and asking them if they would be sufficiently interested to have you submit to them photographs for pulbication as soon as taken, with privilege of rejection at $1 or $2 each, or you may offer them at their regular rates, as you prefer. Have these letters typewritten and enclose return, stamped envelopes. Even if you haven't a typewriter of

your own, the whole cost of getting out this hundred letters need not exceed $10, including cost of having them typewritten.

Such letters may be sent to:

Publishers of educational text books.
Publishers of educational magazines.
Publishers of curious books.
Manufacturers of stereographs and lantern slides.
Makers of post cards.
Publishers of large magazines and weeklies.
Publishers of metropolitan dailies.

Of course if you wish you can circulate four or five hundred such publishers and then, as you take the pictures, send films or plates in to your studio and have your assistants fill orders for them.

The same letter would not do to send to all of the above, however. Such a letter as the following would be the right kind to send to the first on the list, and will suggest to you the kind you will need to write to the others, changing the wording of each to suit the particular line they need:

Jones and Company,
Publishers Educational Works,
New York, N. Y.

Gentlemen:

I have planned a trip through the South and West for the purpose of taking high-grade photographs of the most striking, peculiar and interesting scenes depicting industrial occupations, life of the people, peculiar rock formations, strange works of rivers, odd statuary, peculiar architecture and strange or extraordinary scenery or incidents.

Would you like to have the privilege of sorting over and selecting from all these the views adaptable to your line of work at $2 each? If so, let me know by return mail and all photos will be sent you as soon as taken and finished, with the understanding that you are to return to the address below all that you do not wish to use. It is understood that you purchase only the rights to use in your publications—the title to the photos or originals rather are to remain in me.

Awaiting your decision, I am

Yours very truly,

If you wish to leave the $2 out and insert regular rates, you will probably receive more orders and at the same time make about as much money as some will pay much more than two dollars each and some less, so that your average will be as good.

It will be well when you send in photos to put on each a release date, the same as you would if sending a picture to a daily or weekly newspaper, as that prevents one paper getting too much start on the other. When sending to book publishers, however, this is hardly necessary, as it usually takes six months to a year before any proposed book is issued.

A market for this work will also be found in the towns where you take the picture. The local newspaper, the art stores and novelty houses will usually buy such pictures for local sale or use.

LESSON V.

Travel Photography for Pleasure and Profit.

Now for the person who follows photography both for pleasure and for profit.

Photography as a pleasure alone is a trifle expensive, but there are methods which a person may follow which will give all the pleasure of hap-hazard photography and at the same time bring about an income, which might be built up to considerable proportions.

One of these methods would be to make arrangements with a number of daily and weekly newspapers to represent them as news correspondents and to photograph all special events in your locality. You might make such arrangements by simply writing a letter to the publishers and offering your services. If they have no correspondent in your vicinity they will be glad to give you the position.

That gives you a small beginning, and will be good training for larger work.

A better paying method if you wish to remain at home and travel short distances only, say a day's trip from home, is to plan a photography syndicate for several papers in the large cities within a radius of a hundred miles. Your plan would be to cover that particular section thoroughly, photographing every peculiar thing in nature, every important public building, every proposed project, every exceptionally beautiful scene, every really prominent person, every woman of prominence and especially every woman officeholder, remarkable boys and girls who have won distinction in any particular line. All of these will be found marketable.

Your plan now is to sell these photos in groups or singly to your list of papers which you have already made up. You are to mark on each photo or group of photos that you send out the day on which it may be published, and no journal is to publish it before that date. If they do, drop them from your list and do not offer them any more photos. For instance, we will suppose that you have pictures of ten Congressmen from Pennsylvania who will attend the inaugural exercises at Washington on March 4th—if it is held then. You will print off four or five dozen of each and send one copy of each picture, or a package of ten photos, to one paper in each county in Pennsylvania, with a letter reading somewhat as follows:

Dear Editor:

We are enclosing photographs of ten of the leading Congressmen of Pennsylvania (names of each on back of photo) who will attend the inaugural exercises at Washington next month. We will sell you all or any of these for exclusive publication in your county, at a special price of only 30c each. Select the ones you want and return the others. Postage enclosed for return. The release date is February 24th, and no pictures are to be published before that date. These photos will give you an opportunity to make up many special articles of great interest about these noted men. Trusting that you may desire to take all or a majority of the photos, we remain

Yours very truly,

If you have printed five dozen of each picture and sent the package of ten pictures (unmounted) to sixty papers, and only half of them order,

you will have done $90.00 worth of business, and out of that you should clear $45.00 above traveling expenses. By doing this twice a month you will be able to make a good income and enjoy your travel, too.

Another plan along this line woud be to specialize on farm work, and make a list of a hundred farm journals over the United States. Then get your photos and write a description of the farms or stock, as it may be, and offer article and photo at say $2 each to the journals. Or you can specialize in industrial work and photograph industrial and manufacturing plants. In fact, there are no end of demands which you might fill at this kind of work.

Finally, the planning of a real travel trip. I know of a young girl and her brother who walked across the continent not long ago, and the girl wrote daily for one newspaper and sent photos also, and the cash receipts from her literary work paid the expenses of both and enabled them to return in a Pullman with a comfortable balance left in bank.

But it is not necessary to take a walking trip. If you select any particular place that you desire to visit, you will find very little difficulty in preparing a series of letters and taking a collection of pictures which will have a ready sale at a good profit to a number of magazines or newspapers.

It must be understood, however, that no paper cares to publish anything already published by another paper and read by their readers. If you sell to a paper in one county and also a paper in an adjoining county, have it understood that they are to publish the article on the same day.

Railroad accidents, murder cases, or anything of this nature should be photographed at once, no matter where you are; if you have your camera, get a few pictures, develop them right away, and mail them directly to all the large dailies near. You will be well rewarded.

The large weeklies also pay well for curious and unusual photographs.

These things should be especially helpful to the person who loves to start out on long trips with a camera swung across the shoulder, and a keen eye to appreciate beauties and rarities. Even if you have a profitable studio and can get away once a week such trips will be profitable to your health and business.

LESSON VI.

Doing the Unexpected Things.

In every line of business that man is usually the most successful who is able to give to his business the most of variety and freshness. The American people love change and newness in all things. The photograph business is no exception. People love to patronize the studio that is modern and up-to-date in every respect, and every photographer should consider the attractive furnishing of the reception room of his studio. Make it as attractive as possible in every way. If business is good, put a little of the surplus into some rather expensive pictures for the walls. Have a nice library table and some late magazines. Easy chairs, which will help to combine comfort and beauty. You will find these things profitable.

Order and neatness should prevail to such an extent as to become a habit with yourself and your assistants.

But to keep your plans and ideas before the public in new and attractive form all of the time will require both thought and foresight. In your newspaper advertising, at this season of the year especially, you will need to use catch phrases which will command attention and at the same time win a reading from the very people whom you are especially anxious to interest.

The best plan is to take advantage of your next idle half hour and think up a good list of twenty or thirty good phrases, and then later the copy may be prepared to accompany them. Here are a few examples:

"There's my photograph."
"No matter how good-looking you are—we'll try to do you justice."
"We improve your complexion."
"True to life."
"They'll all know it's you."
"A perfect likeness."
"You are too handsome to overlook having your photograph taken."
"Our photos win praise."

And there are many others. But always use a catch phrase which suggests something about your line. It doesn't pay to say startling things about fire and death, etc., just to catch the attention of every reader, for you fool them then, and they will usually turn away from yuor advertising in disgust.

It does pay, however, to always try to think of doing the same things that other photographers do, in an entirely different manner. Do not understand by this that you are to do foolish things, but if I were a photographer in a town where there happened to be a lot of competition I would plan to run my business in a different way from them.

For instance, you might start right in with your stationery and business cards, and in addition to your own business announcement of photography you might add a few boosters for your town, somewhat as follows:

T. C. MERWIN,
Photographer.

Expert work in Cabinet Work, Group
Photography and Commercial Designs.
Etc.

Then on the other side of the card may be printed something in regard to your town, as follows:

> Frenchtown is beautifully located in the Merrice Valley, and is an ideal residence town of 3000 inhabitants. Electric lights, water, gas and other conveniences. Two railroads, two newspapers and three schools. Come live in our midst or at least visit the town, and when you come call on
>
> Merwin, The Photographer.

Such boosting of your home town will add much to your credit and win the regard of the leading people of the place who have its interest at heart.

Another suggestion: Novelties are good mediums for advertising a business such as photography. But it is not good advertising to place on such little gifts simply your name and business. I would not send out a novelty without a little phrase which would intimate that in some particular kind of picture, or some line, you had something which was a little different or a little better than others might offer.

We see hundreds of calendars put out every year with the simple words "Compliments of" and the person's name and business. Would it not be just as appropriate to say

"The Best Photographs Come From"

and then name the studio?

The whole difference lies in the fact that the first is practically no advertisement at all, while the second is entirely suggestive—which is the true purpose of all advertising.

Here is another good suggestion.

It is taking a chance, but it will also popularize your studio.

Through the newspaper, a circular or card make a public announcement as follows:

ABSOLUTELY FREE—

A PICTURE OF EVERY CHILD THREE YEARS OLD

> We will take, absolutely free of charge, a picture of every baby in the neighborhood who is three years old, on any day of this month. One picture will be given to the parent and one will be placed in our window on ....., 19....
>
> On that day you will want to take a special look at our window and see the picture of all the babies of ..... who were three years old this month.
>
> EVERYBODY WELCOME.

About ninety per cent. of the parents, you will find, will order from a half to a dozen pictures, and pay for them, thus making the plan a profitable one in addition to the advertising impetus that it will give your business.

LESSON VII.

Methods of Soliciting New Business.

For the new beginner, and for the whole established business, one of the best methods of increasing the income is through the aid of capable agents and representatives.

Many photographers claim that there is no place in their line of work for an agent, but they are wrong, for, after all, there are but very few lines of trade which cater to the public in any way which cannot be materially benefited by securing a personal interview with possible customers.

But in the selection of agents to represent your business you must be careful. They must be men or women of good breeding or good education, and of very neat appearance. They must first understand thoroughly the line you are asking them to handle, and they must themselves be convinced of the quality of work your studio is capable of producing.

You will first have prepared a complete supply of good advertising matter, which will consist of at least a good quality, well-printed little folder telling about your class of work and quoting some prices, and, in addition, a business card. Each agent, if you employ more than one, will be supplied with about a hundred of each, and with samples of your work. On the business card a form similar to the following will be all that is necessary:

HARRY JONES,
Representing
THE FULLERTON STUDIOS,
1020 Fourth Avenue.

Now, if you are doing work of the very best grade and charging from $5 a dozen up for cabinet photographs, then your agents will be sent only into the wealthy districts of the city in which your business is located, and the card will be used to present to the servant who comes to the door. In case an interview is not secured, then the folder should be left with the servant with the request that it be given to the mistress or master of the house. In this way the advertising of your house has been accomplished, even if no cash order has been secured. But in many instances it will be possible to secure an interview, and by making a special price on an introductory order it will be an easy matter for an agent to secure a half dozen orders a day. Suppose a dozen of your $5 photos should be offered at $3.50, and the agent given 70c or $1 on each order, then a half dozen orders will mean from $4 to $6 a day, and will keep your business moving along at a lively pace, by bringing you in that number of new customers who will be the means of many regular orders later at the full price of $5 per dozen.

If you cater to a medium class of people and handle the ordinary $2 and $2.50 grade of pictures, then make a special offer of a dozen for $1.50 and give the agent 50c on each order. With such orders, a card similar to the following or a slip of paper should be printed and the agent collects as he takes the order, giving the slip as a receipt:

Received of .....

One dollar and fifty cents, for which sum The Miller Studio agrees to take and finish one dozen regular $2.50 photographs, cabinet size, of any member of the family or of the person above named.

Signed.....

Dated .....

Of course each agent will have a full line of samples showing the exact quality of work which the customer might expect.

In all of this work, remember you are not to consider the direct profit to be made from each dollar order but rather the fact that your business is being broadened and that you are reaching out among a greater number of people. If your agent makes it clear that neither before nor after has or will they be able to secure such photos from you at that price, then there will be no complications arising, and it will be to the agent's interest to do this, for he will secure more sales by so doing.

Such plans as the above might also be developed to very good advantage by having printed on a circular or in a circular letter about the same argument as the agent would present to the persons in an interview, and presenting, also, the same offer with an order blank similar to the one above attached to the bottom, or a slip like the following might be attached:

> The Miller Studios,
>
> Gentlemen: I desire to take advantage of your special offer of one dozen $5 photos for a special price of $2.50. I will be at your studio on ..... 19....., at ..... o'clock for a sitting.
>
> Yours sincerely,

The above form might be printed on a card in the form of a return postal, so that they will only need to attach a one-cent stamp.

Make it clear in your literature that your offer is made only because you have increased facilities and desire new custom, or something of that sort.

Such plans may be developed and put into operation at very small expense, and as the secret of success lies more in the ability for keeping things moving than in anything else, you will find it profitable to introduce such plans into your business occasionally. It is certainly not a wise thing to sit down and allow the machinery of your business establishment to become clogged from idleness, while the expense items run merrily on.

LESSON VIII.

Mail Order Photography.

In the past fifteen years there has been a marvelous growth in various lines of trade which are conducted wholly through the mails. In fact, at the present time there are but few things which are not sold in this way by one or more firms. As a rule the capital for investment in a mail order business need not be nearly as large as would be necessary to conduct the same sort of business locally, and this has contributed greatly toward the building of this line of work, but it has also proved the source of failure for many, for the fact has been carried to the extreme and hundreds have tried to make a fortune out of nothing. It is only necessary for you to pick up a Sunday newspaper to find a number of ads which claim that they can show you how to make a fortune on five dollars' capital. It is all bosh, but at the same time the mail order business is a nice business if you are willing to invest a little money in it, and give to it the same amount of work, thought and energy that you would give to your local business, and also give to every order you receive by mail the same careful attention that you would if the person came to you personally and ordered the same things.

The great point in favor of dealing by mail is the fact that all of your orders are received by letter, all contain the money in advance, and you can then fill them all without interruption. At the same time you are not under obligations to any one in your town for support, and sometimes that fact alone is worth much.

Your studio may be furnished according to your means, and your customers will not know the difference. If you have lots of money you may install every convenience, however, and then take pictures of different sections of your workrooms to use as advertising matter when writing your customers.

Perhaps you are wondering how you can take pictures for people a thousand miles away. Well, you are not to take their photograph for them directly, but you have three lines open to you for development, namely,

Developing films,
Printing from films and plates,
Enlarging.

In order to start in this work you would need to arrange a schedule of prices and print a few thousand circulars on a fine quality of paper, something similar to the cut shown, which is at present being used by a photographer who carries on quite an extensive mail order business of this kind. A good copper plate half-tone engraving of one of your best and clearest pictures would be an added feature to use in illustrating the circular and show how well your work might look after it is reproduced. It is needless to advise you to have the very best printer you can find to do your work. If you have in stock a large number of prints which you have already made, it will be well to slip one of these in each letter sent to people who inquire your prices and about your methods. A small order blank and return envelopes are also valuable advertising matter. Those three items outside of letter paper and envelopes which you would need in local business is about all you will need, and constitutes an investment of probably $25. Your next investment will be in advertising in the various magazines and newspapers.

It is well here to bear in mind that you are going to deal mainly with people who live in small towns and have no local photographer, but who own cameras themselves, and very often take snapshots and time exposures, but do no developing. With such people you may build up a good, regular

trade which will soon amount to a comfortable income. The papers, then, which will reach this class will be the story papers like Good Stories, Welcome Guest, Farm and Fireside, Farm Journal, and hundreds of others of equal merit. A small ad in a number of Sunday papers will pay, too. Now, here is where you invest all you can spare, but not all at once. If you have $50 to invest let it be $17 a month for three months; if $100, then twice that for three months; but always place your ads for three months in order to give readers a chance to know that you are reliable. The ad that is in one month and out the next seldom brings replies.

Another thing, do not expect a thousand dollars' worth of business from your first investment or advertisement amounting to $10. Suppose you get orders direct from that $10 ad amounting to only $8, but from customers who will probably have that much work done every month for a year or so. It isn't $8, but about $100 worth of business that you have received, for if you do the right kind of work and do it promptly they will have you do their work for a long time in the future. That is the proper way to figure in the mail order business. Never stop advertising is another good motto. Keep everlastingly at it.

But little has been said about enlarging, but if you have facilities for that branch, I would suggest that you have a separate circular printed about it. There is plenty of work of this kind, as there are pictures around every home of persons and members of the family who are deceased or moved away, and the relatives readily pay for enlarged pictures or cabinet size copies. Get up a suitable schedule of prices and go after the business.

Finally, there is no reason why a mail order business may not be developed in connection with the regular local photographer's work, and if you please nobody need know the difference. Where your work is not as large as you might wish, you might easily add to your income in this way.

LESSON IX.

Where Opportunities Await You.

The old masters of art and of science have taught us that both time and opportunity are tangible things which must be grasped firmly by the forelock in order that they may be made to serve our purposes best. Many of us do not realize the full value of this teaching sufficiently well for our own success and advancement, either in business or social life.

Without question every reader of this journal is also a constant reader of several other literary and illustrated magazines, and knows full well that photographers or artists must furnish those illustrations; yet few stop to consider that among the millions of photographs used daily by newspapers and magazines in America there is an opportunity for YOU to find a market for photographs which you have taken and which would be suitable for either text illustration or magazine covers. This subject has been touched upon before, but as a prelude to this article it seems fitting that mention should be made of the kind of subjects most in demand for covers and for general illustrative purposes.

The best plan for the beginner to follow is to decide that a series of photographs will be taken, representative of certain subjects. For instance, you might pose the children who come to your studio to represent certain seasons of the year, and thus produce a pleasing pose for your customer and at the same time produce a plate which will have a commercial value. Another series with children might represent the virtues such as Love, Truth, Faith, Purity, etc. There are subjects, too, among the old people who come to you, for such pictures are in great demand among publishers. Your art will be displayed in the natural beauty and suggestiveness of your poses.

With young women and beautiful girls there is a yet broader opportunity for poses that will sell. A little study of the famous statues, pictures and art work of the world will suggest to you many poses for young women which will be easy to arrange and very salable when finished. Special day features may also be posed without trouble, and find a ready market with newspapers as well as magazines.

Recently I visited a number of newspaper and magazine offices and inquired if they had ever received a proposition from a photographer offering to furnish them with original photographs of holiday subjects which they could have made into engravings EXCLUSIVELY for their publication. None of them had ever received any such proposition, but all of them claimed that they would be pleased to consider the purchase of acceptable photographs which would enable them to present exclusive features in holiday or special day illustrations. It is true that plate matter and boiler plate illustrations are used largely, but practically every publisher is proud to bring out original things of this kind occasionally.

Curiosities.

A good mail order business may be built up by photographing yourself or buying negatives from other photographers of curious things that grow, live or happen. Hundreds of firms are doing a good business selling stamps, coins, etc., to collectors and those who have formed a hobby of collecting them; and there is no reason why the people should not be educated to form the hobby of collecting curious and valuable pictures. It is a much more sensible habit and would be enjoyed not only by the col-

lector, but by practically everybody.

This is a line of work in which nearly all of you may enter at once, if you like, for the more dealers there are at the beginning, the quicker the demand will be created. Hence if you want to make some extra money honestly I would advise you to get busy at once.

The best plan would be to secure negatives or plates of five or six well-known curiosities, such as the "Tallest Man in America," the "Heaviest Woman in the World," "World's Greatest Dwarf," or among natural objects, "The Horseshoe Bend," "Mammoth Cave," etc. But there are thousands of subjects which would be interesting to all the American people; for instance, the city of Philadelphia and every other city opportunities for such pictures present themselves daily. The prison ship "Success," the Mint, the Independence Hall, etc., all are good. After you have collected your first pictures, you should insert an advertisement similar to the following in such publications as New Ideas, Welcome Guest, Household Guest, People's Home Journal, etc. Of course the first words of the advertisement would need to be changed to suit the particular picture which you intend to sell.

> INDEPENDENCE HALL.—Beautiful mounted photograph of this historic building sent prepaid to any address for only ten two-cent stamps. Size of mount, 9x12. Not a print, but an actual expensive photograph. Address .....

To all who order, the photograph should be sent carefully packed and in the package should be included a descriptive circular of all the other photographs which you sell. In this way, there will be many repeat orders and a fine business will result. Agents may also be appointed to sell these photographs for you by house-to-house canvassing. This is an ideal opportunity which any professional photographer may easily develop and handle during spare time.

Photographing Big Events As They Occur.

Here is another wonderful opportunity for every photographer to add materially to his income. It consists in simply being on the alert to every important event that occurs in your locality or neighborhood, securing good photographs and then immediately offering them for sale through advertisements in the columns of newspapers circulating throughout the section most apt to be interested in the event. You may advertise them in much the same manner as has been suggested for the advertising and selling of curious photographs.

Post cards may also be made of such events, and hundreds of them placed on sale in the stationery and post card stores in all the towns for several miles around. By placing a small number with each dealer on a commission basis, leaving instructions as to where to send for a new supply, you will take but little risk of losing any money, and, in fact, will realize a nice income from sales made. If the event is sufficiently large, it will pay you to have printed a small advertising poster with a sample card and the price attached for the dealer to place in his window for advertising purposes.

The above plan has been worked successfully in several sections, but it will prove a good way to make extra money in your locality as well.

Think these plans over carefully and select one or two of them for your own purposes; then give to the work the best there is in you, and the idle days of the studio will be a thing of the past.

LESSON X.

New Lines of Achievement for Professional Photographers.

The real secret of success in modern photography lies mainly in the photographer's ability to keep his business or profession continually before the people. A successful photographer, in other words, should be an intelligent advertiser. Experience has taught us that practically all real successes in photography have been brought about through the fact that the man or woman back of the business found one or more methods of continually creating a desire among the people for photographs of various kinds. Of course the desire once created must be fulfilled in a thoroughly satisfactory manner in order that future business may be developed and the confidence of the public secured and established.

Personally, my investigations along this particular line have led me to firmly believe that in building up a good and safe business, and to make photographic advertising most effective, there is no one thing more important than the careful observance of the various seasons or periods of the business which lead to great possibilities in different kinds of photography. In traveling from one city or town to another throughout the country, a person will become firmly convinced that professional photographers need to have this seasonal idea hammered home to them, for in almost nine cases out of ten the photographer's advertising, his window display, his style of mounts, his manner of finishing, etc., will remain ABSOLUTELY UNCHANGED from one year's end to another.

I have met many photographers in various towns who have bitterly complained to me about the disinterested attitude of the people of their communities regarding photographs; but a few will always bring out the fact that they have done nothing at all to create an interest in their line of work. Photographers should understand that the work they have to offer the public is not a necessity, but a semi-luxury; that's why it must be offered to the people in an attractive form or an unusual manner.

But to return to the seasonal idea: Every community offers a dozen or more excellent seasonal opportunities for good business every year; but the photographer must be wide awake to get the business, for it will not come unbidden.

Here is a practical illustration: A few weeks ago I visited a small college town, and was agreeably surprised to find in it a thriving studio. The window riveted my attention and I believe I stood in front of it for twenty minutes, for it contained the most original grouping of photographs that I had ever seen in a studio in a rural community. However, the one thing that stood out clearly above all others was A PENNANT MOUNT in the local college colors and with the college name on it. There were several of these in the window, and the effect was fine.

An investigation brought out the fact that this photographer made almost enough money out of this one line to pay expenses, leaving all his other lines of photography to bring him a clear profit. He had five kinds or styles of pennants, all of them having the college name in large letters, and in small letters under the "cut-out pocket" appeared one of the following words: "Freshman," "Sophomore," "Junior," "Senior" or "College Chums." The last of these had two oval "cut-outs" so that two photographs may be inserted.

Here is the idea:

The photographer furnished these pennants singly with your photograph well finished and neatly mounted in the pennant for $1.50; six for

$7.00, or $12.00 per dozen, with a very small additional charge for the "Chum Pennant." But he did not stop at this one system of pricing. One pennant mount was also offered with each dozen photographs at a special price per dozen, which was about $1.00 more than would ordinarily be charged for the same grade of work.

The above plan was new and proved a winner. It is so easy, too, that every photographer located in a college town, or even in a town where there is a good high school of a hundred or more students might well adopt it and make money. It might be well to start with simply one kind of pennant, giving the name of the school or college only, without the extra expense of wording under the photograph, as this would enable you to offer them at a lower price. Pennants not cut out, but with a printed oval frame so that photographs may be pasted on, would also be cheaper.

Still another plan would be to have cardboard mounts made in the shape of a pennant, cutting the shape of the unmounted photograph to fit. This would be a fine idea, and such photographs could be offered at a slight advance over regular work. Of course these would be smaller in size and need not contain any wording unless desired, although the cost of printing a college name on the mount would be but a trifle more, as most photographers have their names printed on the mounts anyway.

The above is seasonal work, and NOW IS THE TIME to put such a plan in operation, for the holidays are coming, and such novelties will be the kind of gifts that will be the most appreciated. If you decide to try it out, don't forget to advertise freely and circularize the entire list of students, calling attention to your proposition and showing why they should order them for mother, for the girls at home, or for friends whom they value.

Another profitable plan in a college town is to have a supply of college caps and gowns on hand, so that students may have photographs in such attire when they need them.

Pennant mounts of felt may also be used to give with each dozen photographs during the holiday season, or at any other time. With these it will not matter whether you live in a college town or not, as such phrases as the following may be placed on the pennants: "Your Friend," "Mother," "Sister," "For Auld Lang Syne," "Christmas Greetings," etc. Comic phrases may also be used to advantage.

As a mail order line such novelties will prove tremendous sellers. Advertise in the popular monthly magazines circulating among rural people. Offer the pennants at a reasonable price singly and by the dozen.

LESSON XI.

What Every Improvement, Building Operation or Progress Movement May Mean to You.

Not so very long ago—in fact, just at the close of the deer-hunting season in New Jersey, this year—a friend of mine, who happens to be a live, professional photographer in South Jersey, made several extra dollars every day very easily. It was a case of taking advantage of a little opportunity, and it is the little opportunities piled up together which make up the large ones.

In this particular instance my friend simply inquired every day during the deer season about the luck of the different hunters, and made note of every one that succeeded in killing a buck, and at the close of the fifth and last day he had the names of half a dozen successful hunters in and around his locality. To each of these he sent a post card, as follows:

> Dear ————————
>
> I want to congratulate you on your success in deer hunting. You ought to have a picture of yourself in gunning costume with the buck you killed. The cost is slight, and you will prize such a picture highly. Let me hear from you.
>
> Your friend,

Four of the six had an average of three different poses each, and as each deer killed represented a party of from six to ten hunters, other members of each crowd were photographed and many extra copies of each picture were sold at a good price, for good sports are good buyers, as a rule.

Well, deer hunting isn't exactly a progress movement, but it is an opportunity and there are so many hundreds of them that we pass every day without noticing that I just felt compelled to tell you that little story.

I know of another photographer who claims that he makes several hundred dollars a year by simply reading all of the different newspapers published in the towns near by. His method is to make note of every improvement being made or about to be made in each town, and then he has a regular system of turning such improvements into some extra money for himself.

For example, he recently clipped an article from one of the weekly papers which stated that a certain real estate concern had purchased about 300 acres of ground along the railroad which they intended to improve and sell off in building lots. He immediately wrote the company, suggesting that they have photographs taken regularly of each improvement made on the site, and quoted a price for which he would serve them at any time. He also brought out the importance of such pictures in advertising the place, and the free advertising which would result from his exhibiting them for a time in his window. The result was that he was given a contract to make a photograph of every new building or improvement made by any person or company on the site within two years from date—bills to be forwarded to the real estate company monthly.

Out in Michigan, in the heart of one of the main industrial and manufacturing districts, a young photographer is earning a fine income by simply watching the columns of newspapers and industrial journals for notices of industrial and manufacturing improvements in all the cities and towns within a radius of 30 miles. Here is a letter similar to the kind he writes to concerns making improvements in plants, buildings or machinery:

Dear Sir:

I note that you are fitting your manufacturing plant with several new machines, which will not only enable you to turn out more and better work, but which will also give greater advantages to your employees.

Don't you think it would be an excellent idea to have these machines photographed either as they are or while they are in operation, and have large copies made for your office and your different salesrooms or traveling men to use for selling purposes. You understand, of course, that if a salesman is able to show buyers the modern machinery used in making the goods he offers, sales are brought about much easier.

These photographs may also be used in many other ways. Your advertising matter needs to be illustrated, and the photographs for such illustrations should be taken by specialists who understand this particular kind of work.

We have made a specialty of photographing machinery, industrial plants, factory interiors and commercial enterprises for a long time, and understand exactly how to bring out the proper effects.

Kindly notify us on the enclosed card and we will call at your office at any time you desire. Our terms are very reasonable.

Yours very truly,

Of course if the factory or company making the improvements is located close to your studio, a personal visit to the general manager, showing him samples of work which you have done along the same line would be even more effective than the letter; but if you follow such work regularly, you will find that one issue of a paper will often contain a half dozen items which you will need to investigate, and in such cases it will be much more convenient to write each a personal letter soliciting the work.

Remember that no improvement or movement is too small to offer profitable work. Even a little local minstrel show offers an opportunity for two or three large size photographs of the troupe, and the sale of several dollars' worth of copies.

Bridge builders, contractors of all kinds, painters, carpenters, etc., all have at different times certain jobs which they consider a little out of the ordinary, and a photograph of themselves and men with the work actually in progress will be of value to them.

Be progressive yourself and the line of progress will be always within your reach, with suggested opportunities always opening up around you.

LESSON XII.

Photographic Community Life Affected by the War.

In practically every State in the United States, and in many sections of some of the States, vast changes are being brought about due to the extensive preparations for war which are in progress everywhere.

These preparations all have a very material effect upon the community life in and around the towns or cities where the various war industries are located. Many homes are being bought or leased by the Government, and hundreds of manufacturing plants, warehouses and commercial enterprises are being put into operation for war purposes almost every day. Present owners are either stepping out or readjusting their work, homes, or places of business to suit Federal needs.

All of this means sacrifice, but it also means plenty of work and prosperity as well, and at the same time it means many very great opportunities for alert photographers in the sections of the country so affected.

For instance, if a private home should come within the limit of a plant or industry to be established by the Government it will be purchased or leased and perhaps converted into a building of a very different character; and the present owner will, of course, want a photograph of his old home before it passes out of his hands and becomes wholly changed in appearance and use. In like manner owners of factories, business houses and industries will quickly grasp the opportunity of owning good pictures of their places of business while they are under their care and guidance.

But these are only a few of the thousands of opportunities. Roads will be changed, new railways built and thousands of other minor changes, all of which will give you a chance to get the "before and after" pictures which will be of such very great cash value after a year or so, and will, of course, have a good immediate cash value also, just as soon as taken and finished.

Thousands of customers for your prints will be found among not only just owners, but also among the contractors, builders and workmen employed in the new construction work.

There will also be a very heavy transient sale for such pictures mounted and on post cards, provided your studio is centrally located on streets where travelers to and from the camps, plants or industries which you are photographing are forced to pass in daily travel.

Like all other lines of selling, you will reap the best results if you plan your advertising and selling campaign systematically.

Circular letters or personal letters to every person affected will of course be the very best way to secure your orders. By this method you will get the ready money for the first work done, and at the same time have the use of prints and negatives for future selling.

To protect yourself in this work and also to protect and be fair to your custom, it will be found the best plan to print or stamp on every delivery envelope or package a notice similar to the following:

> NOTICE.—We have made our prices on all photographic work very reasonable, and we would like to reserve the right to use prints of scenes for sale to magazines, etc. If you have any objection will you please advise at once. Of course photographs of persons will never be used without the owner's consent.

Such a stamp need be used only on envelopes containing photographs actually orders for, of course, you are under no obligations to any person

for the negatives taken of your own accord unless, indeed, the Government should interfere with your work, which is not likely to be the case, except in rare instances.

The newspapers for many miles around you will also afford excellent advertising mediums and should prove highly profitable. Use a small advertisement simply announcing that photographs of the changes in the social, commercial and industrial life of your section may be secured at very reasonable prices.

Finally, there is nothing about such work that should interfere in the lease with the regular studio work in the line of portrait photography. It is simply a good plan for those properly situated to double their incomes.

REVIEW QUESTIONS.

COURSE IN MAGAZINE PHOTOGRAPHY.

(NOTE: Those who wish to do so may WORK out answers to the following and send them to the publisher of this book for free correction. Enclose stamped return envelope for reply.)

LESSON I. In what way would you solicit orders from a newspaper? Write a good letter. What form of contract would you use? Submit sample photograph of each line of service.

LESSON II. State some of the different kinds of magazine photography. Suggest methods of soliciting work from magazines. In what way does magazine photography differ from newspaper work?

LESSON III. If you have any ability in a literary way, write a story, poem or special article and send it to us with suitable photograph to illustrate it. How would you classify and arrange such work for publishers?

LESSON IV. How would you turn travel into profit with a camera? Name the various kinds of salable travel pictures. Submit a good print of this kind.

LESSON V. Write a good specimen letter to send to newspapers near your home. How would you plan a good paying travel trip.

LESSON VI. This lesson is desired for those who have a studio. Read it carefully and state the most important facts contained in it.

LESSON VII. Another good lesson on increasing local custom. Study carefully and write some of the advertising literature suggested.

LESSON VIII. A very important lesson. How could you operate a mail order photographic business in connection with magazine photography? Write some good mail order advertisements. If you decide to use this plan submit a sample of the work you would like to sell by mail.

LESSON IX. The art of posing is the important part of this lesson. Practice constantly and submit one or more of your best prints of children, girls, curious things, places of note, big events, etc.

LESSON X. Suggest original mounts. How would you operate a business of this kind. Submit sample.

LESSON XI. What opportunities have you for commercial photography of the kind mentioned in this lesson?

LESSON XII. This lesson applies to the war in progress at the time of the publication of this course, but the facts may be used at any time with any training-camp or any patriotic demonstration at any future time. Submit one such print.

EXAMINATION.

To any person purchasing or receiving this course in Photographic Journalism or Magazine Photography, who will work out all of the above exercises faithfully and submit the prints as suggested to the publisher of this booklet, we will issue a LETTER OF MERIT AND EFFICIENCY, which may be copied and enclosed with your photographs to publishers. It will give you a recognized standing and aid in the selling of your prints. There will be no charge for this Certificate, but you should enclose nine cents in postage for mailing of same and criticisms on your work. This course is very thorough, and to our knowledge is the first and only complete course in Photographic Journalism ever published. We have placed the cost very low and feel that it is worth at least ten times what we ask to every photographer, amateur or professional.

I Want to Send You a Copy of My New Book That Tells You How to Start and Successfully Operate a Circular Mailing Business That May Make You Independent for Life!

There never was such a demand for the services of the good circular mailer as there is today. National advertisers are NOW placing circulars with mailers in 50,000 lots, paying cash in advance for the service. AND I CAN PROVE IT! EVERY advertiser is a possible customer of the circular mailer, because every advertiser is always interested in any service that will help build his business. My great new work, THE ENCYCLOPEDIA OF THE CIRCULAR MAILING BUSINESS, tells everything there is to know about this interesting and lucrative business. It consists of 10 Complete Lessons, profusely illustrated, and 16 extra pages of special supplementary matter. It was published to sell at $1.00, and cost nearly 30 cents per copy to produce—yet YOU may have a copy exactly as described, sent to you postpaid, for 10 cents. I want to interest as many people as possible in this great business of circular mailing—I want to interest YOU. Send for my big course of instruction TODAY and learn everything there is to know about the circular mailing business. It shows what others have done and are doing, what YOU, TOO, can do if you will cease to be a WISHER and become a WORKER. This business may be started in your spare time without interfering with your regular employment, and if properly managed should very shortly be bringing you from $10 to $25 per week or even more "on the side." So send for my complete course of instruction, including plans and samples AT ONCE. This price of 10 cents is limited strictly to this first edition—just off the press. Such an opportunity may never come your way again. In ordering just say, "Send me your dollar book for a dime." I'm waiting.

WILLIAM E. HALLAMORE, President.

The American Mailers' Union 899 Brooklyn Ave., Brooklyn, New York.

As a favor to me just mention where you saw this ad and I will include, ABSOLUTELY FREE, a copy of my new copyright booklet, FACTS ABOUT THE CIRCULAR MAILING BUSINESS and also a SPECIAL LETTER OF INFORMATION. There's a heaping big dime's worth for you!

VIA PARCEL POST Comprising 12 Plans for making money with this new service. Price 10c. R. TAYLOR, 36 Bromfield street, Boston, Mass.

QUALITY PRINTING

For private use or business purposes we produce the best work at attractive prices.

1000 business cards, $2.50
500 business cards, 1.65

Bond envelopes, letterheads, billheads, statements, etc., at attractive prices.

Visiting cards, correspondence cards and envelopes, plain or linen finish. Sole producers of "Styloprint Visiting Cards." Send 10c for complete line of samples and quotation on your requirements. Satisfaction guaranteed.

THE IMPRIMATUR PRESS,

83 Russell St., Waltham, Mass.

SPECIAL OFFER

To anyone sending us an order at once for three Airships, sent to any three addresses, we will send a Military Zeppelin Airship FREE or charge.

Also send us at once the names of twenty of your fellow friends who will be interested in our Aerial Novelties, and we will mail you FREE a real Model Aeroplane and Launching Device—regular 50c value. This little Airplane is guaranteed to Loop-the-Loop and fly 200 feet.

Start an Aero Meet in your town.

.WRITE US

SOMETHING GREAT
for
WINTER SPORT

1—Military Zeppelin Airship—
Complete with Parachute and Release $1.00
1—Kite, Complete Box Type—Made of cloth and hickory sticks, with
Aileroons and Silk Parachute 1.50
1—Loop-the-Loop Taube Racing Model and Launching Device—
Flies exactly like the big Taube Machines ..... .50

$3.00

All packed securely. Prepaid, $2.75.

THE AERO COMPANY
Binghamton, N. Y.

STRATHMORE SCHOOL BLANKS

Report cards, enrollment cards, supply records, etc. Samples free.

J. W. BELODEAU,
Lyndonville, Vt.

"HIGH FLY" TOY PISTOL

Mr. Specialty Salesman! Be first with the latest. Something new. A Top Pistol throws a soft rubber ball. Safe indoors or out. A big business winner as a premium. Best side-line out. Liberal cash commission. Sample, 10c.

NOVELTY SALES CO.,
Lyons, Iowa.

THE PAN CHRO-SCOPE

A GREAT, NEW, FAST-SELLING SPECIALTY. JUST OUT.

Mail dealers, advertisers and agents will find the PAN CHRO-SCOPE one of the BEST SELLERS that has been recently placed on the market.

It is convenient and inexpensive to mail, as it comes folded in cardboard cartons, in a large envelope ready for addressing to the purchaser.

THE PAN CHRO-SCOPE

is somewhat similar to the Stereoscope, and with each outfit a full set of BRAND NEW

WAR VIEWS

are furnished which brings the novelty right

UP TO DATE

Thousands may be sold by WIDE-AWAKE MAIL DEALERS and ADVERTISERS who will get right on the JOB and PUSH this SPECIALTY good and hard.

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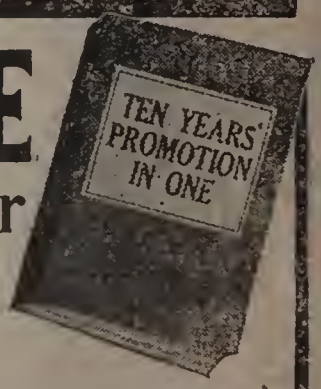

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